

SFY 2011 Marketing and Communications Plan			
State Agency/Division:	Indiana Tobacco Prevention and Cessation	Program Name:	Public Education
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Executive Summary of Plan: Brief summary on the key elements of the overall plan 3-5 ideas that are core to the success of the plan	<p>Media communications play a key role in shaping tobacco-related knowledge, opinions, attitudes and behaviors among individuals and within communities. Cigarettes are one of the most heavily marketed products in the United States and in Indiana. Changing smoking behavior is an incredibly tough job that requires hard hitting messages that make smokers uncomfortable enough to take action to stop their addiction. The CDC Best Practices for Comprehensive Tobacco Control programs recommends that states deliver “strategic, culturally appropriate, and high-impact messages in sustained and adequately funded campaigns...”.</p> <p>Key audiences in SFY 2011 build on those from SFY 2010 and include educating and informing smokers on the urgency to quit smoking and the resources available to help them take immediate action leading to increased quit attempts by Hoosiers. Educating health care providers and employers on the benefits of cessation systems changes in their workplaces through the Indiana Preferred Provider and Preferred Employer Network for the Indiana Tobacco Quitline to encourage and motivate smokers to try to quit.</p> <p>The public education continues on the dangers of secondhand smoke, as well as motivate them to take action to protect themselves from those dangers by living and working in 100% smoke-free environments leading to more smokefree workplaces and homes. These messages extend to businesses on the benefits of comprehensive Smokefree workplaces leading to more active participation in increasing smokefree work environments.</p> <p>Through the “VOICE” Youth Movement, the plan will increase grassroots activities and events to provide opportunities for youth to raise speak out against tobacco industry youth-oriented practices leading to an increase in the number of youth who are not open to smoking. In addition, the plan will support ITPC infrastructure audiences to equip our network of state and local partners with accurate data and information, and evidence-based research on best approaches to tobacco control in order for these partners to participate and engage more resources to promote cessation system change and secondhand smoke policies leading to more partners practicing evidence-based.</p>		
Background and Rationale of Plan:	<p>Media communications play a key role in shaping tobacco-related knowledge, opinions, attitudes and behaviors among individuals and within communities. Cigarettes are one of the most heavily marketed products in the United States and in Indiana. They are also more</p>		

<p>Background info/any research used to create plan</p> <p>Your intended purpose/result</p>	<p>addictive than cocaine. Changing smoking behavior is an incredibly tough job that requires hard hitting messages that make smokers uncomfortable enough to take action to stop their addiction.</p> <p>In August 2008, The National Cancer Institute presents this 19th monograph, The Role of the Media in Promoting and Reducing Tobacco Use, in the Tobacco Control Monograph Series. http://cancercontrol.cancer.gov/tcrb/monographs/19/index.html. There is a wealth of research that demonstrates the effectiveness of tobacco counter-marketing campaigns. The monograph provides a critical, scientific review and synthesis of current evidence regarding the power of the media to encourage and to discourage tobacco use.</p> <p>The monograph is the most current and comprehensive summary of the scientific literature on media communications in tobacco promotion and tobacco control. Research included in the review comes from the disciplines of marketing, psychology, communications, statistics, epidemiology, and public health. All are vital to understanding how exposure to the media influences tobacco use. Armed with that understanding, it is possible to explore effective ways to leverage the media to improve public health. The report concluded that:</p> <ol style="list-style-type: none"> 1. The evidence demonstrates a causal relationship between tobacco industry advertising and promotion and increased tobacco use. 2. A causal relationship between exposure to smoking in movies and youth smoking initiation. 3. Mass media campaigns designed to discourage tobacco use can change youth attitudes about tobacco use, curb smoking initiation, and encourage adult cessation. <p>The CDC Best Practices for Comprehensive Tobacco Control programs recommends that states deliver “strategic, culturally appropriate, and high-impact messages in sustained and adequately funded campaigns...” http://www.cdc.gov/tobacco/tobacco_control_programs/stateandcommunity/best_practices/00_pdfs/2007/BestPractices_SectionA_II.pdf. In addition, they note that media messages need to reach 75-85% of the target audiences to be effective. Adults’ awareness of ITPC public education efforts were highest in 2004 at 78%, when the media advertising campaign was at \$3.5 million. Total funding for health communications in Indiana is well below CDC recommendations. The ITPC external evaluation and research coordinating center recommends increasing the overall share of dollars dedicated to health communications and distributes media messages to promoting behavior change—increased smoking cessation, smoke-free homes, and reduced smoking initiation: 60% to promote cessation, 20% for secondhand smoke campaigns, and 20% for youth prevention.</p> <p>The 2015 Indiana Tobacco Control Strategic Plan describes the following program objectives specific for media and communications. The latest year for current data is 2009.</p>
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	<ul style="list-style-type: none"> • Increase level of confirmed awareness of the counter-marketing campaigns among youth to at least 67% by 2015. (45% 2009) TARGET for 2010-11 is 50% • Increase the proportion of youth who think smoking does not make people look cool and fit it to 93% for high school youth by 2015. (91.5% 2009) TARGET for 2010-11 is 90% (do not loose any ground gained) • Decrease the perception that smoking among peers is normal among high school youth to 55% by 2015. (64.7% 2009) TARGET for 2010-11 is 62%. • Increase proportion of adults that believe secondhand smoke exposure is a serious health hazard to 75% by 2015. (57.3% 2009) TARGET for 2010-11 is 65%. • Increase level of confirmed awareness of the counter-marketing campaigns among adults to at least 67% by 2015. (53.1% 2009) TARGET for 2010-11 is 50%. • Increase the awareness of Indiana Tobacco Quitline among smokers to 67% by 2015. (49% 2009) TARGET for 2010-11 is 50%.
Situational SWOT Analysis: What potential strengths, weaknesses, opportunities or threats does your program face?	<p>STRENGTHS</p> <ul style="list-style-type: none"> • Long-Term Program Success – ITPC’s programs have contributed to a 36% decline in cigarette consumption since the program began in 2001. New preliminary data from the 2009 BRFSS shows a decrease in adult smoking prevalence from 26% in 2008 to 23% in 2009. Youth Smoking has been drastically reduced by 42% among high school students since 2000 and by 58% among middle school students since 2000. • Media Interventions Work – Media interventions are a proven research and evidenced-based strategy for reducing tobacco use and the types of messages necessary to produce behavior change are well researched, especially when combined with community based programs. (NCI monograph 19) • Collaborations and Networks – More than 2000 local organizations are working in 65 of 92 counties to implement local programs by applying established ITPC programs and interventions to their individual communities. Through this local community effort and supporting media messages, ITPC partners have proven the ability to change community attitudes related to smoke free air policies, promote the Indiana Tobacco Quitline, and institute tobacco free community norms. An Indiana Statewide Cessation Summit was held December 1, 2009 to establish new collaborations for driving down Indiana’s adult smoking rate. As a result more than 70 individuals committed to a 2-year set of cessation-reduction strategies. New networks with health care providers have led to the Indiana Preferred Provider Network. Currently over 300 providers have enrolled. New relationships have been established with the State’s MCO’s to expand cessation system change into the Medicaid delivery system. Most recently a new collaboration with the Indianapolis Underwriters’ Association is laying the groundwork to expand the same health care provider network principles to employers around the state.

- Established Evaluation and Surveillance Systems – ITPC implements an evaluation plan that includes key outcomes for every program component, including health communications and media. Through established instruments (the biennial Adult Tobacco Survey and Youth Tobacco Survey) and special evaluation projects, ITPC assess the reach of the media messages.
- Indiana Tobacco Quitline – This service provides professional counseling to people seeking help quitting their tobacco addiction and served over 21000 Hoosiers in SFY 2009 and an additional 8,100 so far in SFY 2010. Awareness of the quitline by smokers is more than 50%.
- Youth Activism – Through VOICE, Indiana youth raise awareness of the dangers of tobacco products through events and related activities. In 2009, local VOICE partners reported over 1,150 activities and 343 activism events reaching more than 37,500 youth.

WEAKNESSES

- Tobacco Industry Marketing – In Indiana, the tobacco companies spend over \$425 million on marketing, outspending ITPC by a margin of 26 to 1. The per capita spending on media for tobacco control is currently at \$0.31 which is lower than the CDC-recommended levels of \$1.83.
- Too Few Secondhand Smoke Policies – Nearly 70% of Hoosiers are not protected by a local policy that prohibits secondhand smoke in the workplace and public places.
- Reduced Resources == Reduced Media Reach – Due to constrained resources, the ITPC paid ad was on TV/Radio only 12 of 52 weeks so far in SFY 2010. (As of March 1). This impacts awareness; however when we are on air the response is high as evidenced by calls to the Indiana Tobacco Quitline during on-line times.
- Education for Legislators – Research data on the impact of tobacco usage on the health of Hoosiers and the related impact on costs to the State of Indiana need to be communicated in a consistent manner.
- Indiana Lags Behind a Majority of States in Key Tobacco Control Policy – National scorecards demonstrate that Indiana does not have several key tobacco-control policies in place that would enhance cessation and secondhand smoke efforts (100% smoke-free workplace policies).

OPPORTUNITIES

- Federal Stimulus Dollars – ITPC applied for several federal stimulus grants and was awarded a grant of \$1,008,000 to expand the reach of the Indiana Tobacco Quitline. We are now able to take the health care provider outreach strategies and apply those strategies to focus on employers.
- Health Risks – The health consequences of tobacco usage – as well as the benefits

of and methods for quitting – needs to continually be communicated to all target audiences.

- Tobacco Industry Tactics – ITPC has the responsibility to respond through the appropriate channels to marketing tactics and new product developments undertaken by the tobacco industry.
- New FDA Regulation of Tobacco Products – A new federal law granting the FDA jurisdiction to regulate tobacco products also included the removal of a federal preemption law that now makes it possible for States to apply pass new laws regulating the time, manner and place in which tobacco products are sold.
- Collaborations and Networks – Opportunities for developing new collaborations with state and local organizations are booming and opening up new routes to reach Hoosier smokers.
- Community Awareness and Support – Research shows that 74% of Hoosiers support comprehensive smoke-free workplace ordinances.
- Viral Marketing (Youth and Young Adults) – ITPC has an opportunity at the statewide level, as well as through local VOICE groups, to develop an online presence.

THREATS

- Tobacco Industry Marketing – The tobacco industry continues to commit overwhelming resources (paid advertising, earned media, event marketing, lobbying, etc.) to keep current tobacco users addicted and entice non-users to try their products. This is especially focused on the 18-24 year old population, which has the highest smoking rates among any age group. The industry has already launched new advertising strategies to circumvent the new FDA laws that will be coming into place in the next two years.
- New Products – The tobacco industry continues to introduce new products (such as snus, dissolvable tobacco, etc.) that are designed to provide tobacco to use in settings where smoking is not allowed, thus undermining current workplace policies that restrict tobacco use to promote a healthier workforce. This past year has seen an expanding marketing of electronic cigarettes. Indiana has been the pilot site for numerous new tobacco products in the last five years.
- Marketing to Youth, Young Adults and Minorities – The tobacco industry continues to develop products, packaging, promotions, advertising and events that are disproportionately targeted at young and minority segments of our population.
- Economic Conditions – According to the American Legacy Foundation, an economic recession leads to increased stress and may cause individuals to relapse to return to smoking and may cause individuals to choose not to quit at this time. Cigarettes are seen as pleasure that individuals can afford when other cuts in how to spend income occur such as

	forgoing the purchase of a home, a vacation, or a car.
<p>Objectives/Goals:</p> <p>What are you trying to accomplish with your program?</p> <p>Target Audience: Who is primary audience and why? Demographics, Geographic areas, etc.</p> <p>Additional audiences who may benefit.</p>	<p>ITPC's Executive Board approved the goals, objectives and strategies for the 2015 Indiana Tobacco Control Strategic Plan on May 21, 2009. ITPC sought input and collaboration from numerous partners, agencies and organizations to prepare this plan and will coordinate the implementation through a collaboration of hundreds of organizations. The development of the 2015 plan was a 15-month process.</p> <p>2015 Long Term Goals & Objective</p> <ol style="list-style-type: none"> 1. Decrease Indiana youth smoking rates <ul style="list-style-type: none"> • Maintain Indiana smoking rates among middle school youth to no more than 5 percent. • Decrease Indiana smoking rates among high school youth to 17 percent. <p>YOUTH PREVENTION Primary Target Audience (Youth Ages 12 to 17)</p> <ul style="list-style-type: none"> • Statewide focus, through local VOICE initiatives • According to Pew Internet Research, 93% of youth are online • According to comScore Video Metrix, 13.1 billion videos were viewed online in February 2009. YouTube was used by 69% of those who viewed online video • Need to feel empowered to take initiative against the tobacco industry and its marketing to youth • Need continued messaging on the issues, because of turnover in participants within this age group due to graduation from high school • Need to increase the numbers of youth who are "not open to smoking" • Additional Audiences to Benefit: Families, especially those with parents who smoke. <ol style="list-style-type: none"> 2. Decrease the proportion of Hoosiers exposed to secondhand smoke <ul style="list-style-type: none"> • Increase the proportion of Hoosiers that is protected from secondhand smoke by law that covers all workplaces, restaurants, bars and membership clubs to 100 percent. • Increase proportion of youth not exposed to secondhand smoke in a room or car to 48 percent of middle school and 40 percent for high school. • Increase the proportion of households with smokers that report a smoke-free home to 70 percent.

	<p>SECONDHAND SMOKE Primary Target Audience #1 (Hoosier Communities)</p> <ul style="list-style-type: none"> • Local community members – workers, business owners, and town or city policymakers • Focus on educating local communities on real dangers of secondhand smoke and the benefit to smokefree workplaces • Workers need to understand real impact on their health • Business and community leaders need to understand the benefits of smoke-free workplaces, return on investment to the economic viability of the community • Audiences are often resistant to supporting a comprehensive smoke-free workplace ordinance, due to fears of government intervention and loss of business, as well as the perceived rights of business owners and smokers • Additional Audiences to Benefit: Employers, Managed Care Organizations, Families, Faith Based Community, Children and Teens <p>3. Decrease Indiana adult smoking rates</p> <ul style="list-style-type: none"> • Decrease Indiana smoking rates among all adults to 18 percent. • Decrease Indiana smoking rates among young adults, ages 18-24, to 26 percent. • Decrease Indiana smoking rates among pregnant women to 12 percent. • Decrease Indiana smoking rates among African Americans to 20 percent. • Decrease Indiana smoking rates among Latinos to 20 percent. • Decrease Indiana smoking rates among Medicaid members. <p>Note: For baseline measures please refer to the attached 2015 Benchmark Tables.</p> <p>CESSATION Primary Target Audience #1 (Adult Smokers, Ages 18 to 44)</p> <ul style="list-style-type: none"> • Less educated (less than high school education – 39% smoking rate) • Uninsured or underinsured (no insurance – 34.4% smoking rate) • Combating the perception of higher tobacco use among military and veteran populations (Active and reserved military rate of smoking is not higher than the general adult population in Indiana) • According to The Media Report, television is the preferred media of undereducated individuals, with 74.8% watching three hours or more TV each day and 39.1% watching five
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	<p>hours or more</p> <ul style="list-style-type: none"> • Undereducated individuals are 68% more likely than average to be heavy television viewers • Geographical focus: Statewide • Need education to change attitudes about readiness to quitting • Need information on how to get assistance (i.e., Quitline) • More than 35% are ready to quit in next 30 days • Additional Audiences to Benefit: Children. (1) Parents who quit smoking by the time a child is in third grade double-triple chances that the child will never smoke; (2) Reduces children's exposure to secondhand smoke thus reducing risk of asthma <p>CESSATION Primary Target Audience #2 (Health Care Providers and Employers)</p> <ul style="list-style-type: none"> • Health care providers can fax-refer patients to the Indiana Tobacco Quitline • Employers can directly refer employees and their family members to the Indiana Tobacco Quitline • Both health care providers and employers need to understand the best practices for tobacco cessation and what they may be doing right now may be a waste of their resources. • Both health care providers and employers need the necessary resources to educate their patients and employees. These low-cost materials can save hundreds of thousands of dollars. • Undereducated individuals are 68% more likely than average to be heavy television viewers • Geographical focus: Statewide • Need education to change attitudes about that their patients and employees do want to quit and they can be successful with the right help. • Need information on how to assist their patients and/or employees. The Indiana Tobacco Quitline is a tremendous resource that serves as the referral entity where their patients and employees can get indepth help. • Indiana smokers who are advised by their doctor to quit are 2.5 times more likely to try to quit • Additional Audiences to Benefit: Patients and Employees . Health care providers and
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	<p>employers serve as primary drivers to the smokers who need to quit to take action.</p> <p>4. Maintain state and local infrastructure necessary to lower tobacco use rates and thus make Indiana competitive on economic fronts.</p> <ul style="list-style-type: none"> • Increase Indiana percent of counties that implement evidence-based tobacco control interventions to 100 percent by 2015. <p>INFRASTRUCTURE Primary Target Audience (ITPC Partners)</p> <ul style="list-style-type: none"> • Approximately 100 community, minority and statewide grantees who hold contracts with ITPC • ITPC Executive Board members • Indiana Statewide Cessation Summit Participants • Indiana Coalition for Smokefree Air organizational members • State agencies who have interventions related to tobacco use reduction • State and national organizations who care about lowering tobacco use rates • ITPC funders including Indiana General Assembly, CDC Office on Smoking and Health, American Legacy Foundation • Audiences need to understand Best Practices for Tobacco Control; research supporting evidence-based interventions; current demographics. Need most up-to-date information and research to enhance every-day tobacco control work. Need to be equipped to effectively communicate ITPC messages to their communities and constituents. <p>The 2015 Indiana Tobacco Control Strategic Plan describes the following program objectives specific for media and communications.</p> <ul style="list-style-type: none"> • Increase level of confirmed awareness of the counter-marketing campaigns among youth to at least 67% by 2015. (45% 2009) • Increase the proportion of youth who think smoking does not make people look cool and fit it to 93% for high school youth by 2015. (91.5% 2009) • Decrease the perception that smoking among peers is normal among high school youth to 55% by 2015. (65% 2009) • Increase proportion of adults that believe secondhand smoke exposure is a serious health hazard to 75% by 2015. (57% 2009) • Increase level of confirmed awareness of the counter-marketing campaigns among adults
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	<p>to at least 67% by 2015. (53% 2009)</p> <p>•Increase the awareness of Indiana Tobacco Quitline among smokers to 67% by 2015. (49% 2009)</p>
<p>Position Statement: In <u>one sentence</u>, describe what action(s) you want your target audience to take and what the focus is: a change in behavior? Benefit to the audience?</p>	<p>CESSATION Target Audience #1: Educate and inform smokers on the urgency to quit smoking and the resources available to help them take immediate action leading to increased quit attempts by Hoosiers.</p> <p>CESSATION Target Audience #2: Educate and inform health care providers and employers on the benefits of cessation systems changes in their workplaces through the Indiana Preferred Provider and Preferred Employer Network for the Indiana Tobacco Quitline leading to an increased number of fax referrals to the Indiana Tobacco Quitline and increased engagement of health care providers and employers to encourage and motivate smokers to try to quit.</p> <p>SECONDHAND SMOKE Target Audience #1: Educate and inform the public on the dangers of secondhand smoke, as well as motivate them to take action to protect themselves from those dangers by living and working in 100% smoke-free environments leading to more smokefree workplaces and homes.</p> <p>SECONDHAND SMOKE Target Audience #2: Educate and inform businesses on the benefits of comprehensive Smokefree workplaces leading to more active participation in increasing Smokefree work environments.</p> <p>“VOICE” Youth Movement: Increase grassroots activities and events to provide opportunities for youth to raise speak out against tobacco industry youth-oriented practices leading to an increase in the number of youth who are not open to smoking.</p> <p>INFRASTRUCTURE Audiences: Equip our network of state and local partners with accurate data and information, and evidence-based research on best approaches to tobacco control in order for these partners to participate and engage more resources to promote cessation system change and secondhand smoke policies leading to more partners practicing evidence-based interventions that actually result in tobacco control change rather than warm-fuzzie activities that don’t lead to change.</p>
<p>Marketing Strategies: General outline of planned marketing and communication strategies. Include 4 Ps: Product,</p>	<p>Public health marketing can more appropriately use the 4 P's in reverse to alter target audience attitudes and behaviors. A recent article published in the Journal of Business Research (v 62 296-278, 2009) offers an alternative use of the 4P's which will be employed in our marketing strategies.</p> <p>The marketing mix of elements is:</p> <p>Product: Restrict the availability of tobacco products; increase the availability of nicotine</p>

<p>Price, Place, Promotion</p> <p>How will materials be distributed?</p>	<p>replacement products; increase the availability of help to quit; highlight tobacco product harm; decrease tobacco product attractiveness.</p> <p>Price: Increase tobacco taxes to increase the price of tobacco use; decrease the costs of quitting through employer and help from health care providers; increase the accessibility to help in quitting.</p> <p>Place: Decrease the places where tobacco products can be consumed; decrease the distribution space for tobacco products; increase the places where youth can raise their voices against tobacco industry practices.</p> <p>Promotion: Promote hard hitting anti-smoking messages; promote the benefits of smokefree environments; promote assistance and help available to health care providers and employers who are ready to reduce tobacco use among their patients and employees; decrease advertising for tobacco companies.</p> <p>CESSATION Strategy #1 (Adults smokers)</p> <p>Product – The availability of help for smokers to quit through the Indiana Tobacco Quitline and other resources; Increase the delivery of hard-hitting tobacco messages that decrease tobacco product attractiveness.</p> <p>Price – Resources are free to the smoker who is ready to quit. The cost to the consumer is the decision to make a life-altering change in their lifestyle.</p> <p>Place – Our target audience will come into contact with this product / message through a combination of earned media and paid media (television and radio), as detailed in the “Implementation” section of this plan.</p> <p>Promotion – Earned media messaging will be responsive to current industry and state issues, as defined on an ongoing basis and as circumstances and concerns develop.</p> <p>Paid media messaging will be based on the call to action: “Call the free Indiana Tobacco Quitline.” And will incorporate campaign-tied microsites for additional information in addition to the quitline. The messaging will focus on hard-hitting, graphic information (verbal and visual) that communicates the health consequences of tobacco use and the need to quit.</p> <p>CESSATION Strategy #2 (Health care providers and employers)</p> <p>Product – The availability of the Preferred Health Care Provider Network and the Preferred Employer Network designed to enable health care providers and employers increased their effectiveness to motivate patients and employees and their families quit.</p> <p>Price – The Indiana Tobacco Quitline is a free service that health care providers and</p>
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	<p>employers can use to their advantage. Their price is making cessation system change a priority in their practice or workplace.</p> <p>Place – Our target audience will come into contact with this product / message through direct outreach with appropriate Indiana Tobacco Quitline toolkit materials by ITPC staff and it's grantees.</p> <p>Promotion – Promotion will take place through direct outreach, at conferences, in collaboration with the cessation partners including the Indiana Health Underwriters' Association, Managed Care Organizations, and others. Media messages will be extended through communication available through the professional organizations which reach large numbers of health care providers and employers. Paid media will include business publications including but not limited to the Indianapolis Business Journal.</p> <p>SECONDHAND SMOKE Strategy</p> <p>Product – Education and information on the severe health hazards of secondhand smoke; the benefits of protecting smokers from those dangers by living and working in 100% smoke-free environments; the cost benefits of a smokefree workforce.</p> <p>Price – In the absence of smokefree ordinances, citizens have to locate smokefree places and workers would have to pay the ultimate price of quitting their job in order to be protected. With smokefree laws in place, the price of smokefree air is free.</p> <p>Place – Our target audience will come into contact with this product / message through a combination of earned media and paid media, as appropriate for each local community promoting the need for smoke-free workplaces.</p> <p>Promotion – Messaging will both focus on the fact that “every worker deserves a smoke-free workplace” and “there is no safe way to work in secondhand smoke.” The chosen communications channels will vary significantly community-by-community, because of the different media and communications opportunities available in each local area, as well as the potential scheduling and progress of local educational campaigns.</p> <p>“VOICE” YOUTH PREVENTION Strategy</p> <p>Product – Education and information to address the aggressive marketing strategies undertaken by the tobacco industry, especially those that target youth, through the VOICE movement across Indiana.</p> <p>Price – The price youth would pay for their involvement is their time.</p> <p>Place – Our target audience will come into contact with this product / message through a combination of local and statewide event marketing, training and development programs,</p>
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	<p>earned media and viral marketing.</p> <p>Promotion – Messaging will focus on providing education and information to address the aggressive marketing strategies undertaken by the tobacco industry, especially those that target youth. The chosen communications channels will include the Internet, e-mail, e-blasts, event marketing and earned media.</p> <p>INFRASTRUCTURE Strategy</p> <p>Product – Accurate data and information, evidence-based research on best approaches to tobacco control, and coordinated communication efforts for ITPC partners.</p> <p>Price – The price partners pay is to concentrate on the interventions that are evidence-based might require giving up on favorite fun activities that have no proven results.</p> <p>Place – Our target audience will come into contact with this product / message through a combination of earned media; monthly, quarterly and annual communications; and an ITPC blog.</p> <p>Promotion – Messaging will focus on current and accurate data, information and research disseminated by ITPC and its tobacco-control partners.</p>
<p>Implementation:</p> <p>How will you implement your plan? Tie promotion strategies to objectives, include all items here and in your budget:</p> <ul style="list-style-type: none"> • Earned media (press release, interview) • Paid media* (Broadcast, print, outdoor) • Sponsorships (Events, exhibit booth space) • Promotional Items* (Pens, 	<p>CESSATION IMPLEMENTATION</p> <p>All tactics listed below have been developed to help reduce the smoking rates of Hoosiers, as identified in the “Goals and Objectives” section of this plan.</p> <p>EARNED MEDIA</p> <ul style="list-style-type: none"> • EARNED MEDIA ONGOING CAMPAIGN (Public Relations) <p>-Tactic: Develop and implement an ongoing earned media program that is responsive to specific issues that arise in the media, in the tobacco industry, through our tobacco-control partners, or within society. These issues are often urgent and impossible to anticipate as this plan is being written. This campaign will be responsive to such issues in a timely, proactive manner and will seize on opportunities as they present themselves.</p> <p>-Media: As appropriate for each individual issue.</p> <p>-Target Audience: Adult smokers (18-44) or as appropriate for each individual issue.</p> <p>-Call to Action: As appropriate for each individual issue.</p> <p>-Messaging: As appropriate for each individual issue.</p> <ul style="list-style-type: none"> • Quit2Win III REFRESHED AS QUIT NOW INDIANA

<p>T-shirts, exhibit booth display)</p> <ul style="list-style-type: none"> • Publications* (Printed materials, brochures, posters) <p>*Provide electronic samples whenever possible</p> <p>A calendar may be included to summarize how you propose to implement your plan</p>	<p>-Tactic: The Quit Now Indiana is a statewide contest during which adult smokers register to participate in a 30-day Quit Period. Following the 30-day Quit Period, all entrants are placed in a random drawing to identify a first, second and third place winner. A personal reference and urine testing will be required to verify the winners' status.</p> <p>-History: The first Quit2Win contest was held in 2007. More than 5,000 smokers registered for the contest. Quit2Win II was held in 2008, with more than 7,200 smokers registering. Quit2Win III will be refreshed as a component of Quit Now Indiana.</p> <p>-Refreshed- The 2010 Quit Now Indiana will be promoted through community events, online and social media sites, and as a employer outreach strategy through the Preferred Employer Network.</p> <p>-Target Audience: Adult smokers (18-44) throughout Indiana.</p> <p>-Call to Action: Enter the Quit Now Indiana Contest and start quitting tobacco for life.</p> <p>-Timing: The Contest Registration Period will run from July 1 to September 1. The 30-day Quit Period will run from September 15 to October 15. The kick off will be held as part of the IBE 40th Anniversary Celebration. County fair promotion will begin as county fairs start up.</p> <p>-Prizes: A sponsor will be solicited to provide three cash prizes.</p> <p>-Support Materials: Entry materials will be distributed through the local coalitions, employers and other collaborators and will consist of entry cards and promotional posters (plus shipping materials from Indianapolis to the local coalitions). Quit2Win calendars will be produced to guide entrants through their 30-day Quit Period.</p> <p>-Promotional Items: Koozies featuring 1-800-QUIT-NOW phone number will be produced for this program. 50,000 Quantity (based on 2008 actual usage).</p> <p>-Earned Media: A press conference will be held during the IBE Summer Celebration 40th Anniversary to kick off the contest in Indianapolis. This will be preceded with accompanying local news releases to kick off the contest in local communities. A "reminder" news release will be sent out through the local coalition partners during the last week of July, with a "last chance to register" news release sent through the local partners during the third week of August. Following the contest, a press conference will be held to announce the three winners (in the local media market of the winner). Additional earned media (news releases, interview opportunities, personal appearances) will be coordinated on behalf of the winners, as appropriate.</p> <p>-E-Blasts: An e-blast announcing the start of the contest will be sent to everyone in our current smokers' database. A series of weekly e-blasts will be sent to people who register</p>
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	<p>for the contest during the 30-day Quit Period.</p> <p>- Sponsorships- The ongoing grants with the Indiana State Fair and the IBE Summer Celebration will be the primary statewide community events to attract quitters to the contest. A sponsorship with the Indiana White River State Park- Lawn Concert Series will also be negotiated with the vendor who handles the concert series as a primary Indianapolis venue to attract quitters to the contest.</p> <p>PAID MEDIA</p> <ul style="list-style-type: none"> FALL CAMPAIGN Indiana Tobacco Quitline Broadcast Advertising (September-October 2010) <ul style="list-style-type: none"> - Media: Statewide broadcast and cable television and radio (eight weeks) - Target Audience: Adult smokers (18-44) - Call to Action: Call the free Indiana Tobacco Quitline. - Creative Strategy: Hard-hitting message focusing on the health consequences of smoking and the need to quit. - Production: ITPC would purchase an existing, results-proven advertising from the CDC Media Resource Center (or other similar organization), edit the spot as necessary, and add the Quitline tag. A new testimonial advertisement will be developed if the opportunity for a motivating story emerges. Radio ads will be developed based on emerging stories from the Spring 2009 campaign. SPRING CAMPAIGN Indiana Tobacco Quitline Broadcast Advertising (March-April 2011) <ul style="list-style-type: none"> -Media: Statewide radio (eight weeks) -Target Audience: Adult smokers (18-44) -Call to Action: Call the free Indiana Tobacco Quitline. -Creative Strategy: Hard-hitting message focusing on the health consequences of smoking and the need to quit. -Production: ITPC would purchase an existing, results-proven advertising from the CDC Media Resource Center (or other similar organization), edit the spot as necessary, and add the Quitline tag. Radio ads will be developed based on emerging stories from the Fall 2010 campaign. EMPLOYER OUTREACH CAMPAIGN Indiana Tobacco Quitline Radio & Newspaper
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	<p>Advertising Program (July 2010- October 2011) – Federal Stimulus Grant Program</p> <ul style="list-style-type: none"> -Media: Radio and newspaper advertising for employer and employee outreach low-level maintenance to generate an ongoing, steady flow of calls to the Quitline – to run during those months when statewide television or radio is not running. -Advertisement and Sponsorship: Indiana Business Journal Sponsorship for outreach to Indiana employers. This is an online opportunity that includes direct messages to the business community through IBJ's websites, blogs and emails along with a sponsorship opportunity for the IBJ premiere health care forum. ITPC and IBJ piloted this program in 2009 and it resulted in 351,128 impressions over the 3-month period. ITPC will look for additional opportunities of this nature in Ft. Wayne, Evansville, and South Bend. - Target Audience: #1- Indiana Employers and # 2 Adult smokers (18-44) - Call to Action: #1- Become a Preferred Employer of the Indiana Tobacco Quitline and #2- Call the free Indiana Tobacco Quitline. - Creative Strategy: #1- Cost benefits of a tobacco free workforce and #2 Hard-hitting message focusing on the health consequences of smoking on the smoker and his or her family, friends and co-workers. - Production: Four radio spots and two newspaper ads will be produced. <p>PROFESSIONAL ASSOCIATION OUTREACH</p> <ul style="list-style-type: none"> - Tactic: ITPC will advertise in professional journals and attend professional conferences to recruit members to the Preferred Health Care Provider Network and the Preferred Employer Network. - Targeted Associations: Indianapolis and Indiana Health Underwriters Association; Indiana Medical Association; Indiana Nurses Association; Indiana Dental Association; State Human Resources Professionals Association; Indiana Hospital Association. -Call to action: Join our Preferred Provider/Employer Network. Call the free Indiana Tobacco Quitline. <p>COMMUNITY EVENT MARKETING</p> <p>IBE Grant Fulfillment: To celebrate a truly historic partnership with ITPC, Indiana Black Expo has given ITPC (for no additional cost) the Presenting Sponsorship for IBE Summer Celebration. This will give 1-800-Quit-Now a prominent title throughout the two week event. Indiana Black Expo received a grant of \$437,000 for a year-round strategy for 2010 for promoting and supporting tobacco control. This grant was awarded following a competitive grant application process that resulted in a total of 13 minority-based grant</p>
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awards. The IBE grant includes a prominent presence during the Indiana Black Expo's Summer Celebration, which provides ITPC with a unique opportunity to communicate a "Quit Now" message to more than 300,000 attendees.

This gives full access to African American smokers, as well as a unique opportunity to educate youth. In addition, it provides ITPC with the opportunity to replace the tobacco industry as a partner and sponsor. Previously, the tobacco industry had maintained a significant presence at IBE events. Our grant requires that IBE no longer accept any tobacco-industry money.

This grant provides ITPC with an effective platform to help: Decrease Youth Smoking Rates
- Through youth involvement and adult ally participation at monthly Youth Committee Meetings, youth assistance in planning and implementing local activities and events in Marion County, and youth training opportunities and advocacy activities for youth attending the IBE Teen Summit during the Summer Celebration. Increase Adult Quit Attempts- Through marketing at every conceivable opportunity during the Summer Celebration, African American smokers will be surrounded with 1-800-Quit-Now message.

The IBE grant is much larger than the Summer Celebration and includes quitline promotion, secondhand smoke policy change, and youth prevention in the organizations local chapters in 13 cities.

PUBLICATIONS AND PRINTED MATERIALS

- Indiana Tobacco Quitline Outreach Collateral
- Tactic: Indiana Tobacco Quitline collateral materials to include collateral for the Preferred Healthcare Provider and for the Preferred Employer Networks, as needed. Health care providers and employers are reluctant to be involved if ITPC cannot provide the necessary support materials to deliver the cessation message.
- Target Audience: Health care providers and employers, smokers.
- Call to Action: Contact the free Indiana Tobacco Quitline for support.

PROMOTIONAL MATERIALS

- 1-800-QUIT-NOW Promotional Items

Justification: Promotional items are a key component of trade shows and events, including those that ITPC will participate in through sponsorships and conferences.

In fact, according to Incomm Center for Trade Show Research and Sales Training, event attendees are 52% more likely to stop by your exhibit if you have an appealing promotional item to give them. In addition, through experience at attending events and trade shows – as well as our experience at these events during previous years, we know that most booths

will be offering promotional items in order to attract attendees to their areas.

Based on the events and opportunities presented in this plan, ITPC proposes ordering the following 1-800-QUIT-NOW promotional items for Fiscal Year 2011.

Koozies – Featuring the 1-800-QUIT-NOW logo. Primary use with attendees at the community events. Quantity: 25,000.

T-Shirts – Featuring the 1-800-QUIT-NOW logo. Primary use for individuals staffing events. Quantity: 300.

Rulers – Featuring the 1-800-QUIT-NOW logo. Primary use with attendees at the Indiana State Fair and the IBE Summer Celebration. Quantity: 25,000.

SECONDHAND SMOKE IMPLEMENTATION

All tactics listed below have been developed to help increase the number of adults protected from secondhand smoke and to develop individualized communications plans for coalition partners with local comprehensive smoke-free workplace initiatives, as identified in the “Goals and Objectives” section of this plan.

EARNED MEDIA

- EARNED MEDIA ONGOING CAMPAIGN (Public Relations)

- Tactic: Develop and implement an ongoing earned media program that is responsive to specific issues that arise in the media, in the tobacco industry, through our tobacco-control partners, or within society. These issues are often urgent and impossible to anticipate as this plan is being written. For example, one year ago, we could not have anticipated which communities would begin local smoke-free workplace education campaigns, which would pass those campaigns, and what new research would be available to support those educational efforts. This campaign will be responsive to such issues in a timely, proactive manner and will seize on opportunities as they present themselves.

- Media: As appropriate for each individual issue.

- Target Audience: Local community members – workers, business owners, and town or city policymakers.

- Call to Action: As appropriate for each individual issue.

- Messaging: As appropriate for each individual issue.

EARNED AND PAID MEDIA

- LOCALIZED COMMUNICATION MATERIALS

- Tactic: Develop localized materials, based on the status of the local educational program. Materials will be based on templates and previously produced pieces for cost efficiency.

- Media: Will vary by community, based on availability and effectiveness of local media as it relates to the status of its educational program.

- Target Audience: Local community members – workers, business owners, and town or city policymakers.

- Call to Action: Will vary by community, based on status of its secondhand smoke

educational program. The ultimate call to action for each campaign is for all workers to be protected through 100% smoke-free workplaces.

- Messaging: Will focus on “every worker deserves a smoke-free workplace” and “there is no safe way to work in secondhand smoke.”

PRINTED MATERIALS

- SECONDHAND SMOKE COLLATERAL RACK CARD

- Tactic: Expand distribution for collateral piece to inform and educate Head Start staff and parents on the dangers of secondhand and thirdhand smoke.
- Distribution: Will be distributed through local coalitions.
- Target Audience: Local early childhood education staff and parents.
- Call to Action: Protect your child from exposure to secondhand and thirdhand smoke.
- Messaging: Will focus on protecting children – and their families – from the dangers of secondhand and thirdhand smoke.

“VOICE” YOUTH PREVENTION IMPLEMENTATION

All tactics listed below have been developed to build the VOICE movement into a proactive youth-led, grassroots organization, as well as to continue effectively communicating the anti-tobacco message and responsibly respond to challenges presented by the tobacco industry, as identified in the “Goals and Objectives” section of this plan.

Earned Media

- Earned Media Ongoing Campaign (Public Relations)

- Tactic: Develop and implement an ongoing earned media program that is responsive to specific issues that arise in the media, in the tobacco industry, through our tobacco-control partners, or within society. These issues are often urgent and impossible to anticipate as this plan is being written. For example, one year ago, we could not have anticipated that a national protest against movie studios that show tobacco use in their films would be held on June 1, 2009, and that there would be local earned media opportunities in conjunction with this protest. This earned media campaign will be responsive to such issues in a timely, proactive manner and will seize on opportunities as they present themselves.
- Media: As appropriate for each individual issue.
- Target Audience: As appropriate for each individual issue.
- Call to Action: As appropriate for each individual issue.
- Messaging: As appropriate for each individual issue.

COMMUNITY EVENT MARKETING

- VOICE Representation at Strategic Community Events – Voice presence and interaction at strategic community events including the Indiana State Fair, IBE Summer Celebration, and local county fairs.

- **Indiana State Fair 2009 Grant Fulfillment**

Justification: The Indiana State Fair receives a statewide grant of \$115,000 for year-round activities promoting and supporting tobacco control. The Indiana State Fair grant was awarded following a competitive grant application process that resulted in a total of 12 statewide grant awards. The ITPC grant with the Indiana State Fair includes the Annual Tobacco Free Day (the Ninth Annual Tobacco Free Day will be held August 2010). The fair provides an opportunity for both Voice.tv messaging is concentrated in the opening days of the fair up to and including Tobacco Free Kids Day.

Promotional Items: Rulers – Featuring the secondhand smoke and thirdhand smoke messages to use with attendees at the Indiana State Fair. Quantity: 12,000.

- **Community Event Locations:** Indiana State Fair, IBE Summer Celebration, Local county fairs, and youth-oriented concerts at the White River concerts.

- Focus on VOICE Recruitment
- Interactive Games
- Promotional Items
- Information and Education on the Tobacco Industry

- **YOUTH EMPOWERMENT**

- **Tactic:** A series of youth empowerment events will be held, usually on Saturdays, in regional locations throughout the state. These events brings together VOICE members and adult allies from around the state to learn about tobacco issues, share ideas and plan advocacy events.

- **Target Audience:** Youth (ages 12 to 17).

- **Messaging:** The event is developed to promote youth advocacy by educating and informing attendees, so that they can address the aggressive marketing strategies undertaken by the tobacco industry, especially those that target youth.

- **Youth Incentives:** T-shirts with the Project VOICE logo will be developed and provided to each Voice youth who earn required community service hours.

- * **VIRAL MARKETING AND INTERNET MARKETING Campaign**

- **Tactic:** A viral marketing campaign will be conducted in 2010-11, using videos and website materials produced by ITPC and its local coalition partners.

- **Target Audience:** Youth (ages 12 to 17)

- **Messaging:** The tobacco industry is using aggressive tactics to target youth. Join VOICE and let your voice be heard.

- **Media:** Primarily YouTube, with additional applications for Facebook, My Space, Twitter, VOICE.tv.

- **SUPPORT MATERIALS**

- **Tactic:** Arm young people with materials that generate excitement for their involvement and necessary information to get the job done. These will include low-cost palm cards to use at events and t-shirts for rewarding Voice members for hours of community service to the effort.

- **Distribution:** Will be distributed by local VOICE members.

- **Target Audience:** Local community members.

	<ul style="list-style-type: none"> - Call to Action: Young people of Indiana are not up-for-sale to Big Tobacco. - Messaging: Will focus on encouraging action by the public to speak out against tobacco use in their communities. <ul style="list-style-type: none"> • VOICE.tv WEBSITE - Tactic: The VOICE website provides important information to youth statewide on the tobacco industry’s marketing activities, industry news, cessation, secondhand smoke, VOICE news from around the state, and local contact information. The site requires updating and refreshing to meet today’s Internet standards. <p>INFRASTRUCTURE IMPLEMENTATION</p> <p>All tactics listed below have been developed to help maintain state and local infrastructure, as identified in the “Goals and Objectives” section of this plan.</p> <p>EARNED MEDIA</p> <ul style="list-style-type: none"> • Earned Media Ongoing Campaign (Public Relations) - Tactic: Develop and implement an ongoing earned media program that is responsive to specific issues that arise in the media, in the tobacco industry, through our tobacco-control partners, or within society and highlights ITPC’s successes in addressing these issues. These issues are often urgent and impossible to anticipate as this plan is being written. This earned media campaign will be responsive to such issues in a timely, proactive manner and will seize on opportunities as they present themselves. - Media: As appropriate for each individual issue. - Target Audience: As appropriate for each individual issue. - Call to Action: As appropriate for each individual issue. - Messaging: As appropriate for each individual issue. <p>DIGITAL PUBLICATIONS/PRINTED MATERIALS</p> <ul style="list-style-type: none"> • Monthly, Quarterly and Annual Communications - Tactic: Develop and implement an ongoing program of publications with a strong emphasis on digital publications. Specific communications vehicles include: BREATH IN Indiana Digital Newsletters – Information about ITPC, local coalitions, research activities and results, individual achievements, media campaigns, and industry events. Provided to all ITPC grantees and tobacco-control partners, as well as other key constituents. Published digitally bimonthly. Fresh Talk Newsletter – Information about ITPC, industry key data and research results. Provided to Indiana state legislators, ITPC coalitions and other key constituents. Published as a pdf and in a printed version and distributed once or twice each year (as dictated by the amount of information available). E-Blasts –Digital 1-page electronic bulletins that feature Indiana stories, research data, and practical information relevant for health care providers, employers, youth, grantees, and smokers. Published digitally and distributed to targeted audiences 2-4 times a year. Facts for Life – Information pertaining to key research results regarding smoking and tobacco usage in a practical, fact-based, user-friendly format. Provided to key ITPC constituents. Published in an e-mail and distributed weekly. ITPC Annual Report – Information pertaining to ITPC’s goals and objectives, as well as the
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	<p>successes of the past year, key research results, and information about local coalitions and tobacco-control partners. Provided to key ITPC constituents. Published in a printed version and distributed annually.</p> <ul style="list-style-type: none"> • ITPC COALITION ELECTRONIC LIBRARY <ul style="list-style-type: none"> - Tactic: The ITPC Coalition Electronic Library (developed in 2008-2009) provides an Internet resource for ITPC's local coalitions, through which they can order pre-approved media materials for local use. - Target Audience: Local coalition partners. - Updates: This system will be updated with new or refreshed media materials on a monthly basis. Additional updates will occur to the database as contact names change at the local level. • CAMPAIGN SPECIFIC MICROSITES <ul style="list-style-type: none"> - Tactic: Microsites are inexpensive tactics to use to tie to specific campaigns. The microsites provide important information to the general public statewide tied to the campaign's target messages.
<p>FY10 Results:</p> <p>Summarize your evaluations for FY10 and the results found – what did you learn?</p>	<ul style="list-style-type: none"> • Preliminary BRFSS data indicate that the adult smoking rate has dropped from 26% in 2008 to 23% in 2009, an estimated 135,000 fewer smokers. This is the lowest adult smoking rate ever. • Cigarette consumption has declined 12% from 262 million packs from July-December 2008 to 230 million packs during July-December 2009. • During the months of July 2009-Jan 2010, more than 8,100 calls were received to the Indiana Tobacco Quitline from Hoosiers wanting services to quit using tobacco. SFY 2010 outcome evaluation report will be available by July 1, 2010. • In SFY 2010 (July 2009-Jan 2010), fax referrals to the Indiana Tobacco Quitline have increased over 60% from the same period in SFY 2009 (July 2008-Jan 2009). • There has been local smoke free air policy activity in ten counties during the months of July-December 2009. • The proportion of smoke free homes among smokers has increased to 55% in 2008-2009. • ITPC did not conduct the Indiana Adult Tobacco Survey in 2009 due to the National Adult Tobacco Survey. The NATS data collection was from October 2009 to February 2010. Data are expected in the summer 2010. Data for some outcome measures for 2009-2010 are not yet available. <p>Key Lessons Learned:</p> <ol style="list-style-type: none"> 1. The Indiana Tobacco Quitline calls are directly correlated to paid ad campaigns.

	<p>2. Dual messages do not work for tobacco issues. The message needs to be hard hitting and direct and not mix two messages together.</p> <p>3. Smokers have to become "uncomfortable" in order to change their behavior. Hard hitting messages through media can achieve that change in attitude that is necessary before quitting can occur.</p>
<p>Evaluation/Monitoring :</p> <p>How will you evaluate the success of your FY11 plan?</p> <p>What goals will be measured?</p>	<p>EVALUATION AND MONITORING</p> <ul style="list-style-type: none"> Statewide smoking rates along with changes in attitudes, beliefs and campaign awareness will be evaluated through the 2010 Adult Tobacco Survey, 2010 Indiana Youth Tobacco Survey, a 2009 adult media tracking survey, and the 2009 and 2010 Indiana Behavior Risk Factor Surveillance Surveys (ISDH). Also see attached 2015 program objectives for long term, intermediate and short term objectives related to overall program and media outcomes. Short term cessation campaign success will be monitored through weekly, monthly, and quarterly data reports from Free and Clear, the Indiana Tobacco Quitline vendor. In addition to the annual quitline outcome evaluation study. Success for the Quit 2 Win III campaign will be measured through the number of entrants. Online efforts are measured by the number of hits on each website and e-blast communications, as well as response to and action taken because of the messaging communicated through our online resources. These measures include number of successfully delivered messages, opened messages, and number of clicks through the document. The success in reducing secondhand smoke exposure will be measured by the increase of local comprehensive smoke-free workplaces, especially the conversion of restaurants, bars and entertainment venues to smoke-free environments. The success of youth outreach can be monitored by number of youth participating in events statewide and the outcomes from those activities (petitions for smoke free movies) along with measures for e-blast communication.
<p>Budget Template:</p> <p>http://www.in.gov/omb/2500.htm</p>	<p>Your budget should be included in a separate Excel spreadsheet template provided to all agencies/programs. This template may also be found at FY11 Communications Budget</p>

